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JUICE BOX HEROES HELPS CELEBRATE THE JUICE BOX!

Partnership with juice box manufacturer Tetra Pak to celebrate 30 years

It's been 30 years since the invention of the juice box, and Juice Box Heroes is celebrating in style! Thanks to an exclusive partnership with Tetra Pak, the #1 juice box manufacturer in the world, Juice Box Heroes has released a new single to help commemorate this momentous occasion. "Celebrate The Juice Box", a parody of Pat Benatar's smash 1980 hit "Hit Me With Your Best Shot," was released today as part of Tetra Pak's new juice box celebratory website www.juiceboxbirthday.com.

Families and kids are encouraged on the site to create their very own video to the "Celebrate The Juice Box" music. Entrants have a chance to win prizes including \$2500 cash, a year supply of juice boxes, and more.

"This has been a really fun project for us," quoted Juice Box Hero Craig Coane. "To put our creative juices toward such a natural tie-in for us made perfect sense from day one. We're excited for more families to hear Juice Box Heroes music and can't wait to see the music videos."

Heralded as *song favorites for parents, fun new lyrics for kids*, Juice Box Heroes takes the very best songs from the past and parodies them for young kids. Their debut CD *No Sugar Added* includes remakes of songs like Rick Springfield's "Jessie's Girl" ("*Puppy's Fur*"), J. Geils Band's "Centerfold" ("*One Year Old*"), and Lynard Skynard's "Sweet Home Alabama" ("*Sweet Dreamin' Pajamas*"). Their debut CD *No Sugar Added* has already been recognized as a winner of Dr. Toy's "Best Picks/New Products" Award and their unique creative music for kids is quickly spreading across the country. Visit them at www.juiceboxheroes.com.